Generating Opportunities

Bridges Out of Poverty to Circles™

There are three phases in the Bridges Out of Poverty to the Circles Campaign. Circles™ is an invaluable tool in assisting those in need and helping others understand the struggles and barriers faced by those in poverty.

Phase One: Education
Bridges Out of Poverty assists businesses in understanding their lower level employees and how to work with them. It works to increase retention rates for employers.

Bridges Out of Poverty provides new insight on poverty and ways to remove barriers. Bridges explores information and tools to build genuine relationships of mutual respect with people from other backgrounds and walks of life and suggests the redesign of programs and procedures to better serve people who come to our institutions and organizations.

Phase Two: Involvement
Getting Ahead workshops helps lower level employees understand what is expected of them in the workplace. They learn about the "hidden rules" of class and see where middle and upper middle class people are coming from.

Phase Three: Circles Campaign
The Circles Campaign develops social capital (resources and relationships) in support of long-term empowerment. One of the participants in the Getting Ahead program wrote: “I am most grateful for the opportunity to participate in such a life-changing course.”

Results:

After six months of participation in Circles, outcome data averaged:

Earned income ↑ 88%
Welfare benefits ↓ 30%
Assets ↑ 56%
"People in my life I can count on" ↑ 125%

Numbers Served:

Number of Circle Leaders: Existing = 31; New (2011) = 36

Number of Volunteer Allies: 134

Cost per Circle Leader: $4139
(Getting Ahead Class & Circles Campaign)